

AppSense user virtualization and Centrix Software



Alliance overview

Enable desktop transformation and user centric computing



What is desktop transformation?

The adoption of a user centric computing strategy is a top priority for many enterprise organizations as it significantly reduces desktop management costs. It also simplifies and quickens the adoption of new technologies and gives end users a consistent yet controlled user experience in an ever diversifying world of multiple desktop platforms, delivery mechanisms devices and locations.

Managing our estates at just the device or desktops level impacts user productivity and increases IT costs. Desktop transformation is the process of moving from a static, infrastructure based desktop strategy to a flexible and evolving IT as a Service strategy which enables organizations to provide IT services based on the needs and context of the user at any given time.

IT is changing – and the user is now the focus.

About AppSense

We are the leading provider of user virtualization technology to enterprise organizations. User virtualization is a way of managing user-specific information independent of the desktop, and applying this information into any desktop (local install, virtualized, published, streamed etc) on-demand. This enables IT to standardize the desktop build, automate desktop and application delivery, and migrate users to new desktops – all while ensuring the user experience is seamless, personal, predictable and easily manageable.

About Centrix Software

Centrix Software provides award-winning unified end-user computing solutions that optimize the way IT infrastructures deliver applications and content provisioned from physical, virtual, web or hosted platforms. By enabling a user-centric approach to IT service delivery, Centrix Software helps its customers to be more agile, flexible and efficient in how they deliver client-side technology services.

AppSense user virtualization and Centrix Software desktop transformation lifecycle

AppSense user virtualization and Centrix Software enable enterprise desktop transformation projects by enabling organizations to reduce costs and simplify projects at each stage of the desktop lifecycle:

- **Analyze** - understand installation and application usage to provide deep, rich insight and a starting point for transformation
- **Plan** - prioritize and plan based on the application usage information to enable faster transformation
- **Manage** - manage the user independently, across all platforms and delivery mechanisms
- **Deliver** - deliver the user to any desktop, providing freedom of choice and reduce IT barriers

Key transformation projects

Desktop transformation is a continuous project cycle that is used in multiple IT projects. For many organizations the most prevalent transformation project currently is Windows 7 migration. After Windows 7, other technologies such as application and desktop virtualization, cloud computing and bring your own device initiatives are the most common considerations. Together, AppSense user virtualization and Centrix Software aid:

- **Windows 7 migration** – reduced migration costs, simplified phased process, shortened project time
- **Application virtualization** – decrease packaging requirements and IT overhead, increased user adoption
- **Desktop virtualization** – enable stateless virtual desktops with a seamless user experience
- **Cloud computing** – de-risk cloud delivery, a personal experience with retained control and ownership
- **Bring your own device** - ensure the desktop remains both personal, and secure at all times – no matter what device the user chooses to use

User centric computer and future success

Without being able to decouple the user and all of their information from the existing operating systems, applications and devices, it is difficult to facilitate a user centric computing strategy. With analysis of the current estate and user virtualization providing the ability to separate and manage the user separately, desktop transformation becomes an on-going, evolving project that at each step further simplifies and reduces the cost & complexity of adoption each new technology or project.

User-centric computing provides IT with the ability to dynamically construct desktops around the context of the user, across all accessing devices and delivery methods.

AppSense and Centrix Software deliver the ability to analyze, plan, manage and deliver user-centric computing.

You are the technology - manage the user, not the device.

“We have entered a period of transformation in the corporate IT strategy where success is driven by user needs rather than system metrics. This is a natural partnership for us as we share a common focus with AppSense in making IT more user-centric. By joining forces, the on-going cycle of managing the user elements as well as devices allows new technologies to be rapidly and seamlessly adopted.”

Lisa Hammond, CEO at Centrix Software.



Further information:

AppSense user virtualization and Centrix Software Desktop Transformation Whitepaper:

www.AppSense.com/docs/UV_Centrix_wp.pdf